

# ORDER



**Orders**

**Order / Rev:** 704301

Alt Order #: 06261852

Product Desc: AMERICANS FOR PROS

Estimate: 1128

Flight Dates: 09/04/12 - 09/10/12

Original Date / Rev: 08/02/12 / 08/03/12

Order Type: Political

**KARE**

Primary AE: Jim Quinn

Sales Office: T-PHI

Sales Region: NAT

**Agency**

**Name:** Mentzer Media Services/ POL

Buying Contact:

Billing Contact:

600 Fairmount Ave. Suite 306

Towson, MD 21286

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

**Advertiser**

**Name:** Americans For Prosperity

Demographic: A50+

Product Codes: IS-Candidate/Presidential

Priority: P-2

Revenue Codes: AGY, GEN, POL

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	56	\$53,500.00	\$45,475.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	56	\$53,500.00	\$45,475.00	0.00
<b>Totals</b>	<b>56</b>	<b>\$53,500.00</b>	<b>\$45,475.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KARE	27%	\$53,500.00
Market	100%	\$198,148.15

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	13%	\$25,759.26
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	18%	\$35,666.67
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	41%	\$81,240.74
WFTC	1%	\$1,981.48

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KARE	09/04/12	09/06/12	Today Show Today Show	CM	7-9a	- T- T- - -	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	- T- T- - -		2			\$700.00			0.00			
E 2	KARE	09/05/12	09/07/12	Today Show Today Show	CM	7-9a	- - W- F- -	:30	4	\$700.00	P-2	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	- - W- F- -		4			\$700.00			0.00			
E 3	KARE	09/04/12	09/07/12	M-F 11a-12p KARE 11 Today	CM	11A-12P	- TWTF- -	:30	4	\$175.00	P-2	0.00	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	- TWTF- -		4			\$175.00			0.00			
E 4	KARE	09/04/12	09/07/12	M-F 3-4p DR OZ	CM	3-4p	- T- - F- -	:30	2	\$325.00	P-2	0.00	NM	2	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	- T- - F- -		2			\$325.00			0.00			
E 5	KARE	09/04/12	09/07/12	M-F 4-430p KARE 11 4 News	CM	4-430P	- TWTF- -	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	- TWTF- -		4			\$300.00			0.00			
E 6	KARE	09/04/12	09/07/12	M-F 430-5p Jeopardy	CM	430-5P	- TWTF- -	:30	4	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	- TWTF- -		4			\$800.00			0.00			
E 7	KARE	09/04/12	09/07/12	M-F 5-530p KARE 11 5 News	CM	5-530p	- TWTF- -	:30	4	\$1,200.00	P-2	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	- TWTF- -		4			\$1,200.00			0.00			
E 8	KARE	09/04/12	09/07/12	M-F 6-630p KARE 11 6 News	CM	6-630p	- TWTF- -	:30	4	\$1,300.00	P-2	0.00	NM	4	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	- TWTF- -		4			\$1,300.00			0.00			
E 9	KARE	09/04/12	09/07/12	M-F 630-7p Entertainment Tonigh	CM	630pm-7pm	- TWTF- -	:30	4	\$1,500.00	P-2	0.00	NM	4	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	- TWTF- -		4			\$1,500.00			0.00			
E 10	KARE	09/04/12	09/07/12	M-F 10-1035p KARE News 10p	CM	10-1035P	- T- TF- -	:30	3	\$2,200.00	P-2	0.00	NM	3	\$6,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	- T- TF- -		3			\$2,200.00			0.00			
E 11	KARE	09/04/12	09/07/12	Tonight Show Tonight Show	CM	1035pm-1135pm	- TWTF- -	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	- TWTF- -		4			\$750.00			0.00			
E 12	KARE	09/06/12	09/06/12	Thu Prime ROCK CENTER	CM	Thu Prime (9:00 PM-10:00 PM)	- - - T- - -	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	- - - T- - -		1			\$1,500.00			0.00			
E 13	KARE	09/08/12	09/08/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	- - - - - S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	- - - - - S-		1			\$750.00			0.00			
E 14	KARE	09/08/12	09/08/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	- - - - - S-	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/03/12	09/09/12	- - - - - S-		1			\$800.00			0.00			
E 15	KARE	09/09/12	09/09/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	- - - - - S	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	KARE	09/09/12	09/09/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P -----S	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		1		\$850.00			0.00			
E 16	KARE	09/09/12	09/09/12	Sun Prime DATELINE	CM	Sun Prime -----S (7:00 PM-8:00 PM)	:30	1	\$1,600.00	P-2	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		1		\$1,600.00			0.00			
E 17	KARE	09/09/12	09/09/12	KARE News 10p Su KARE News 10p Su	CM	10-1035P -----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		1		\$2,500.00			0.00			
E 18	KARE	09/10/12	09/10/12	Today Show Today Show	CM	7-9a M-----	:30	2	\$700.00	P-2	0.00	NM	2	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	09/10/12	09/16/12	M-----		2		\$700.00			0.00			
E 19	KARE	09/10/12	09/10/12	M-F 11a-12p KARE 11 Today	CM	11A-12P M-----	:30	1	\$175.00	P-2	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	09/10/12	09/16/12	M-----		1		\$175.00			0.00			
E 20	KARE	09/10/12	09/10/12	M-F 3-4p DR OZ	CM	3-4p M-----	:30	1	\$325.00	P-2	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	09/10/12	09/16/12	M-----		1		\$325.00			0.00			
E 21	KARE	09/10/12	09/10/12	M-F 4-430p KARE 11 4 News	CM	4-430P M-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	09/10/12	09/16/12	M-----		1		\$300.00			0.00			
E 22	KARE	09/10/12	09/10/12	M-F 430-5p Jeopardy	CM	430-5P M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	09/10/12	09/16/12	M-----		1		\$800.00			0.00			
E 23	KARE	09/10/12	09/10/12	M-F 5-530p KARE 11 5 News	CM	5-530p M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	09/10/12	09/16/12	M-----		1		\$1,200.00			0.00			
E 24	KARE	09/10/12	09/10/12	M-F 6-630p KARE 11 6 News	CM	6-630p M-----	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	09/10/12	09/16/12	M-----		1		\$1,300.00			0.00			
E 25	KARE	09/10/12	09/10/12	M-F 630-7p Entertainment Tonigh	CM	630pm-7pm M-----	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	09/10/12	09/16/12	M-----		1		\$1,500.00			0.00			
E 26	KARE	09/10/12	09/10/12	M-F 10-1035p KARE News 10p	CM	10-1035P M-----	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	09/10/12	09/16/12	M-----		1		\$2,200.00			0.00			
E 27	KARE	09/10/12	09/10/12	Tonight Show Tonight Show	CM	1035pm-1135pm M-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
	Week:	09/10/12	09/16/12	M-----		1		\$750.00			0.00			
Totals												56	\$53,500.00	